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ABSTRACT

Price trends for the major operating expenditures of the Purdue University Libraries are examined. Four years of price data on books and serials purchased for various academic disciplines are presented. Price trend data are also presented for other library expenditures including salaries, wages, equipment, telephone, and supplies. It is concluded that although computerization may reduce real labor costs, the price trends indicate that further cost increases can be expected. (Author/DGC)

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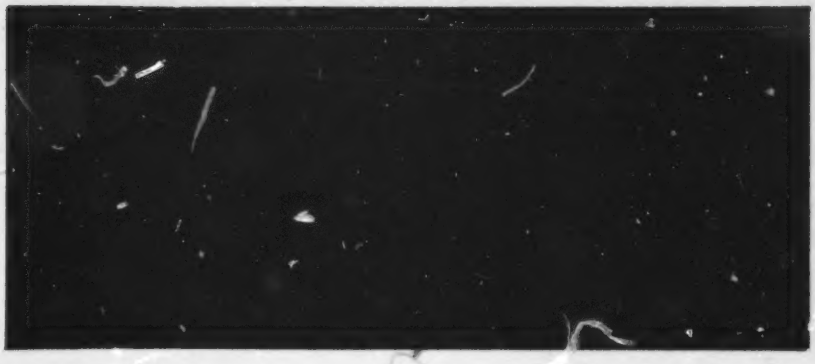

Technical Report Series

RESEARCH DEVELOPMENT UNIT

LIBRARIES AND AUDIO-VISUAL CENTER
PURDUE UNIVERSITY

WEST LAFAYETTE, INDIANA

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PRICE TRENDS AFFECTING ACADEMIC LIBRARY BUDGETS

BY

Miriam A. Drake

RDU 75-02

RESEARCH DEVELOPMENT UNIT
PURDUE UNIVERSITY LIBRARIES AND AUDIO-VISUAL CENTER
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March, 1975

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Introduction

The allocation of financial resources in academic libraries is receiving increasing attention. Library administrators have been and will continue to scrutinize budget items in order to balance library needs with inflationary pressures.

The Purdue University Libraries and Audio-Visual Center has been studying price trends of budget items in order to provide information to management for budgetary planning. Initially, the study focused on the allocation of materials funds among the teaching departments at Purdue. A major part of the study was the determination of prices paid by Purdue for books and serials. Four years of price data have been gathered and are presented in a later section of this report.

While materials expenditures represent a significant portion of the budget, other items such as salaries, wages, equipment costs, telephone costs etc. are of importance also. This report brings together price trend information about items of importance in the academic library budget. The objective of this report is to present a general indication of price trends in significant items.

Purdue Prices

Library materials are acquired by the Purdue Library system in several ways; approval plan, serials funds, departmental free balances, gifts and academic department funds. The purposes of the approval plan are to serve as a selection tool, expedite book delivery to the campus and aid in collection building. The approval plan budget is fixed annually. Vendors are supplied with a profile

which lists subjects of interest to Purdue. A publisher's output which meets the interest profile and appropriate level is submitted for review. Librarians then select materials for purchase. "In every instance the inclusion or exclusion of a book depends on the book itself, its approach, and its relation to the Purdue academic program." The approval plan is monitored by an approval plan review committee composed of Purdue library faculty members.

Departmental free balances represent funds which have been assigned to academic departments for purchases of materials not acquired through the approval plan. Books purchased with these funds relate to the subject field of the academic department in three ways; books about the subject, books of interest to the subject, and books of a general nature which may relate to the subject indirectly. For example, the library of the Krannert School of Industrial Administration purchases books about the subject of economics. In addition, books which are of interest to the subject, such as operations research and mathematics are purchased as well as general materials which are indirectly related to economics, such as psychology.

Purdue Serials funds are assigned to academic departments for the purchase of journals and other serial publications. Academic departments may purchase journals about their particular subjects or serials related to their subjects.

Using the library in the Krannert School as an example, journal purchases include Operations Research, Management Science, and American Scientist as well as American Economic Review, Quarterly Review of Economics etc.

Tables 1, 2, and 3 present average prices paid by Purdue for books and serials for each teaching department account. The data do not represent purchases in the subject area named because of the different types of purchases discussed above.

Price data for books were calculated by sampling payment slips for each departmental account. A random sample of 20 slips was chosen from each account.

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Average Prices Paid for Approval Plan Books
Purdue University Libraries
Fiscal Years 1971-74

School/Department	1971 Average Price	1972 Average Price	1973 Average Price	1974 Average Price	% Change 1971-1974
AGRICULTURE					
Agricultural Economics	10.55	9.12	8.64	12.51	18
Agricultural Engineering	18.69	19.66	15.47	17.81	-5
Agronomy	9.70	12.32	10.72	17.89	84
Animal Sciences	14.72	19.93	12.51	*18.17	23
Biochemistry	16.95	18.29	-	18.40	9
Botany & Plant Pathology	10.65	15.23	13.24	17.28	62
Entomology	16.24	13.27	17.16	20.34	25
Forestry & Conservation	14.65	10.99	7.34	13.24	-10
Horticulture	8.93	12.78	12.46	9.56	7
Agriculture Totals	13.45	14.26	11.57	16.11	20
ENGINEERING					
Aeronautics & Astronautics	11.88	17.64	*21.61	17.34	46
Chemical	15.91	24.46	18.24	22.88	44
Civil	11.34	13.23	14.12	15.24	34
Electrical	13.72	15.71	15.51	11.76	-14
Industrial	10.11	9.99	15.95	12.91	28
Materials and Metallurgical	18.43	17.39	20.49	23.11	25
Mechanical	14.00	16.14	16.80	14.79	6
Nuclear	12.85	15.43	15.41	15.80	23
Engineering Totals	13.53	16.28	17.06	16.75	24
HOME ECONOMICS	8.31	12.90	8.40	14.18	71
HUMANITIES, SOCIAL SCIENCE & EDUCATION					
Audiology	12.01	12.83	12.65	13.97	16
Child Development & Family Life	6.93	8.27	6.42	9.40	36
Communications	6.61	5.77	6.66	9.55	44
Creative Arts	11.81	7.53	10.65	10.70	-9
Education	7.05	5.96	4.84	8.17	16
English	7.60	4.94	6.40	9.04	19
French	7.14	6.91	10.28	9.06	27
German	6.50	8.42	8.43	10.30	58
History	6.10	7.46	9.75	9.78	60
Philosophy	6.20	6.79	7.77	8.36	35
Physical Education Men	8.09	8.65	7.76	10.21	26
Physical Education Women	9.87	8.00	7.40	6.96	-29
Political Science	7.06	10.79	5.93	9.91	40
Psychology	10.21	7.01	7.22	10.59	4
Russian	9.00	7.79	10.56	9.73	8
Sociology & Anthropology	6.70	5.96	7.02	10.33	54
Spanish	6.41	7.14	8.35	10.12	58
Humanities Totals	7.92	7.65	8.09	9.95	26
INDUSTRIAL MANAGEMENT	9.02	9.41	12.37	11.79	31
PHARMACY	16.55	17.04	12.24	13.26	-20
SCIENCE					
Biology	15.93	14.95	11.88	16.27	2
Chemistry	13.61	15.07	16.73	21.47	58
Geosciences	16.03	13.51	15.56	19.28	20
Mathematics	10.48	10.23	10.61	11.69	12
Physics	16.64	16.81	12.50	23.10	39
Science Totals	14.54	14.11	13.45	18.36	26
TECHNOLOGY					
Aviation Technology	8.97	8.75	* 9.19	* 8.34	-7
Construction Technology	-	-	-	-	-
Electrical Technology	7.29	7.85	8.66	11.67	60
Industrial Engineering & Manufacturing Technology	11.75	9.28	* 7.67	*12.37	5
Industrial Supervision	8.71	-	-	*10.35	19
Nursing	12.36	10.20	7.78	8.55	-31
Technology Totals	9.82	9.02	8.21	10.01	2
VETERINARY MEDICINE	14.15	14.01	15.12	16.57	17

* less than 20 payment slips in the sample.

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Average Prices Paid for Non-Approval Plan Books

Purdue University Libraries

Fiscal Years 1971-74

School/Department	1971 Average Price	1972 Average Price	1973 Average Price	1974 Average Price	% change 1971-1974
AGRICULTURE					
Agricultural Economics	7.61	8.51	5.28	9.13	20
Agricultural Engineering	13.98	11.67	16.45	18.05	39
Agronomy	8.85	11.95	12.73	13.11	48
Animal Sicences	15.81	12.08	11.89	13.98	-12
Biochemistry	12.92	13.78	16.55	20.22	57
Botany & Plant Pathology	9.44	14.87	13.95	22.23	135
Entomology	11.14	14.63	15.80	18.93	70
Forestry & Conservation	11.09	8.69	*19.41	9.61	-13
Horticulture	11.66	6.98	12.96	7.70	-34
Agriculture Totals	11.29	11.27	13.42	14.43	28
ENGINEERING					
Aeronautics & Astronautics	14.91	12.12	15.16	16.84	13
Chemical	21.47	18.55	16.50	16.08	-25
Civil	12.24	8.34	12.81	16.80	37
Electrical	16.40	14.09	13.38	16.28	- 1
Industrial	8.37	11.93	12.59	19.04	127
Materials and Metallurgical	* 8.07	17.25	24.91	19.38	140
Mechanical	11.53	10.62	13.92	17.34	50
Nuclear	*16.00	*17.52	17.16	16.13	1
Engineering Totals	13.71	13.45	15.51	17.24	26
HOME ECONOMICS	8.09	11.44	10.75	9.43	17
HUMANITIES, SOCIAL SCIENCE & EDUCATION					
Audiology	8.88	10.48	12.48	10.15	14
Child Development & Family Life	6.74	8.72	9.40	11.12	65
Communications	10.35	8.72	9.64	8.08	-22
Creative Arts	13.18	11.76	8.92	12.21	- 7
Education	7.25	5.56	5.26	6.67	- 8
English	9.36	7.00	12.69	10.78	15
French	6.65	10.11	9.84	15.39	131
German	10.35	8.36	9.37	12.47	20
History	10.90	9.67	10.25	14.07	29
Philosophy	11.12	11.07	5.95	10.15	- 9
Physical Education Men	7.16	7.56	8.48	8.97	25
Physical Education Women	8.01	8.18	10.46	6.78	-15
Political Science	8.45	5.98	7.93	7.27	-14
Psychology	8.30	9.10	11.50	11.14	34
Russian	7.39	6.50	4.90	15.94	116
Sociology & Anthropology	11.46	8.56	7.71	7.67	-33
Spanish	5.45	5.11	4.38	6.53	20
Humanities Totals	8.88	8.38	8.77	10.18	15
INDUSTRIAL MANAGEMENT	9.54	8.61	8.28	7.89	-17
PHARMACY	*20.00	13.68	15.60	17.87	-11
SCIENCE					
Biology	19.69	14.85	15.30	16.52	-16
Chemistry	21.28	16.78	14.29	19.29	- 9
Geosciences	* 8.10	16.96	9.84	10.77	33
Mathematics	9.93	11.79	12.02	10.09	2
Physics	8.01	14.87	15.09	16.19	102
Science Totals	13.01	15.05	13.31	13.04	0
TECHNOLOGY					
Aviation Technology	7.31	8.76	9.64	14.19	94
Construction Technology	-	-	-	-	-
Electrical Technology	11.34	11.12	14.16	17.48	54
Industrial Engineering & Manufacturing Technology	10.45	*7.16	*13.55	* 9.85	-6
Industrial Supervision	7.97	-	11.74	*14.25	79
Nursing	6.99	9.27	6.84	12.78	83
Technology Totals	8.81	9.68	10.69	14.70	67
VETERINARY MEDICINE	11.47	18.02	17.13	8.38	-27

* less than 20 payment slips in the sample

Average Prices Paid for Serials
Purdue University Libraries
Fiscal Years 1971-74

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School/Department	1970-71 Average Price	1971-72 Average Price	1972-73 Average Price	1973-74 Average Price	% change 1971-74
AGRICULTURE					
Agricultural Economics	16.88	21.32	24.34	21.52	27
Agricultural Engineering	14.35	19.24	17.49	18.47	29
Agronomy	30.50	33.56	41.84	47.59	56
Animal Sciences	21.64	22.19	24.10	33.38	54
Biochemistry	73.70	82.17	95.88	116.74	58
Botany & Plant Pathology	27.27	34.46	33.62	45.07	65
Entomology	23.15	30.88	29.41	39.09	69
Forestry & Conservation	17.84	16.74	19.01	23.86	34
Horticulture	20.87	19.50	22.65	29.33	41
Agriculture Totals	28.17	32.43	35.84	43.46	54
ENGINEERING					
Aeronautics & Astronautics	51.85	56.67	56.67	77.28	49
Chemical	40.53	49.88	49.88	58.36	44
Civil	20.81	27.06	27.06	32.19	55
Electrical	53.12	57.70	57.70	79.20	49
Industrial	26.68	29.10	29.10	32.55	22
Materials and Metallurgical	51.64	56.58	56.58	70.61	37
Mechanical	46.93	47.11	53.78	62.43	33
Nuclear	65.95	66.71	66.71	80.75	22
Engineering Totals	44.98	50.19	57.82	64.69	44
HUMANITIES, SOCIAL SCIENCE & EDUCATION					
Art & Design	14.89	16.95	17.21	17.29	16
Audiology & Speech	18.05	20.47	20.27	24.33	35
Communication	17.08	15.11	17.32	26.88	57
Comparitive Literature	13.21	14.12	14.43	12.61	-05
Education	15.99	20.55	18.39	18.40	15
English	9.57	12.17	13.51	14.13	48
History	12.35	12.51	14.16	21.10	71
Modern Language	10.68	13.07	13.68	16.62	56
Music	9.41	10.06	11.79	13.27	41
Philosophy	16.20	17.26	17.32	20.52	27
Physical Education-Men	12.16	12.08	10.64	12.66	04
Physical Education-Women	14.92	15.40	16.81	20.62	38
Political Science	32.34	29.97	28.83	35.29	09
Psychology	27.86	19.13	32.85	40.35	45
Sociology	20.77	21.54	22.66	27.37	32
Theater	8.82	9.81	9.04	9.91	12
Humanities Totals	17.82	19.91	19.53	23.40	31
HOME ECONOMICS	15.25	18.61	17.08	20.17	32
INDUSTRIAL ADMINISTRATION	29.34	32.87	35.93	35.45	21
PHARMACY	44.11	53.65	61.16	69.29	57
SCIENCE					
Biology	50.97	56.91	69.29	82.02	61
Chemistry	68.71	77.44	90.36	104.86	53
Geoscience	36.42	43.50	44.03	54.38	49
Mathematics	43.97	44.39	56.88	65.96	50
Physics	71.54	76.20	91.76	120.20	68
Sciences Totals	55.94	61.54	73.23	87.17	56
TECHNOLOGY					
Aviation Technology	20.41	24.31	20.49	23.90	17
Manufacturing Technology	20 75	16.09	21.67	28.50	37
Industrial Education	21.80	16.27	15.73	17.64	19
Nursing Technology	11.55	13.06	13.63	13.78	19
Technology Totals	17.64	19.02	17.72	20.34	15
VETERINARY MEDICINE	38.37	45.91	51.37	67.24	75

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Accounts which contained less than 20 payment slips were sampled 100%.

Data for average serials prices are based on all serials purchases. Summary data showing number of titles and total amount spent were used to calculate average prices. The prices shown in Table 3 cannot be interpreted as prices paid for journals in the subject area named because of the mix of purchases in each account.

Published Price Data

The major published sources of information regarding book and serial price data are Publishers Weekly, Bowker Annual and Library Journal. Each publication summarizes price information by subject field and computes and overall average figure for the trade. Their coverage is very broad; thus, the overall average is of limited value to the academic library planner. The price data related to specific subject fields is valuable to academic libraries because they show general indications of trend. Projections of trend lines give the library planner reasonable but limited forecasts of likely prices in the specific subject area. Figures 1 through 9 show projections of average prices for books and serials for selected subjects through 1976. The projections are based on a constant ten year growth rate and were calculated using the formula: $\text{Log } y = \log a + \log bx$ The dots on the charts represent actual prices.

Salaries and Wages

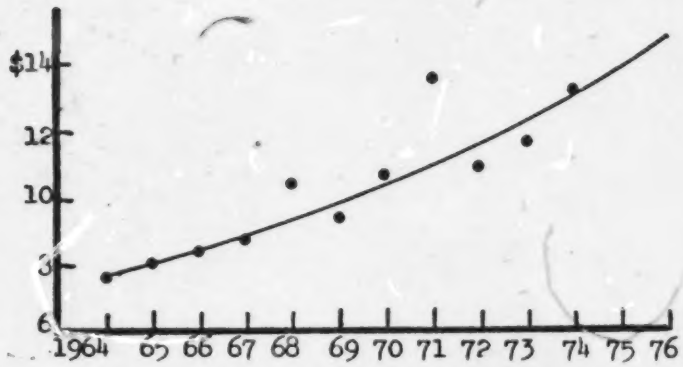
Academic libraries generally are concerned with two categories of employees; professional (that is, people who are considered professional librarians) and clerical. Both Library Journal and Special Libraries have published salary data in recent years; however, the data are not continuous for a sufficient number of years to show the trend. Since this report is limited to prices affecting academic library budgets, data related to teaching faculty salaries gives a reasonable indication of trend. Table 4 shows two price indices for professional wages; one includes salaries for teaching faculty of all ranks and the second is for chief librarians only.

FIGURE 1

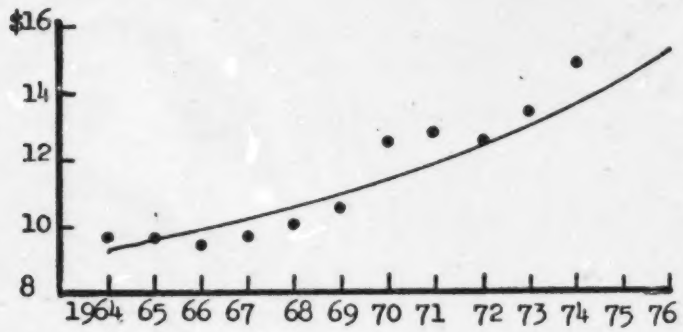
BOOK PRICES - SELECTED SUBJECTS

1964-1974

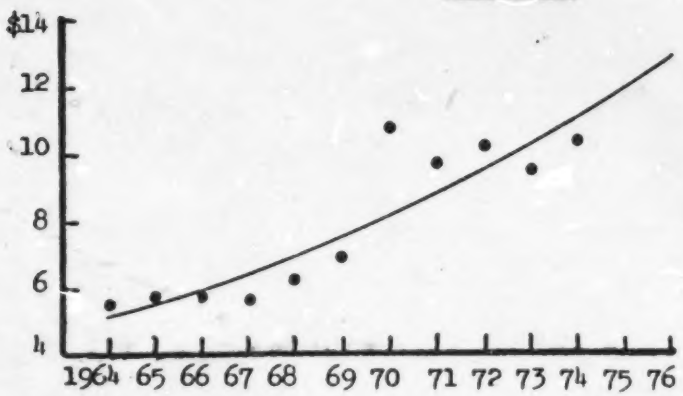
AGRICULTURE



BUSINESS



EDUCATION

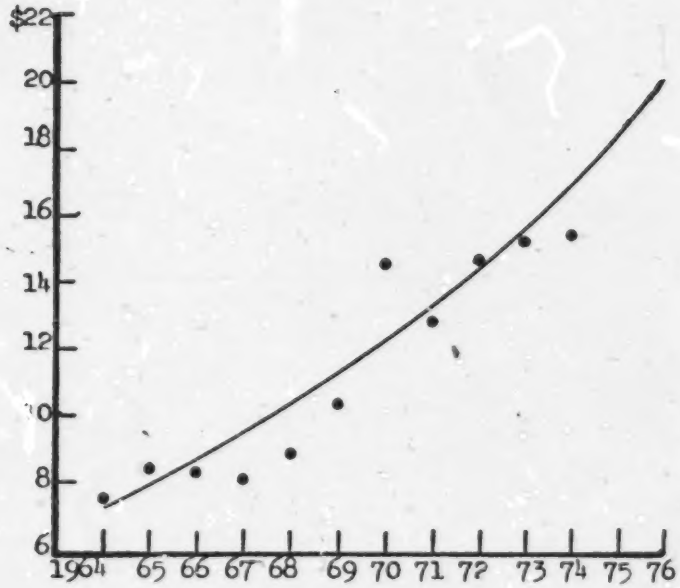


Sources: Bowker Annual and Publishers Weekly

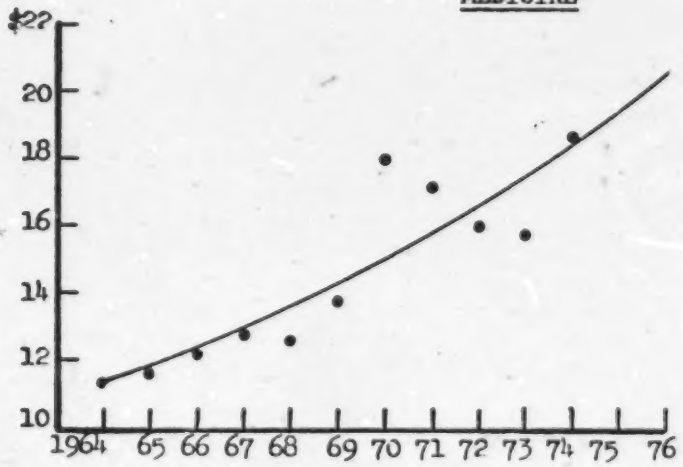
FIGURE 2

BOOK PRICES - SELECTED SUBJECTS
1964-1974

HISTORY



MEDICINE



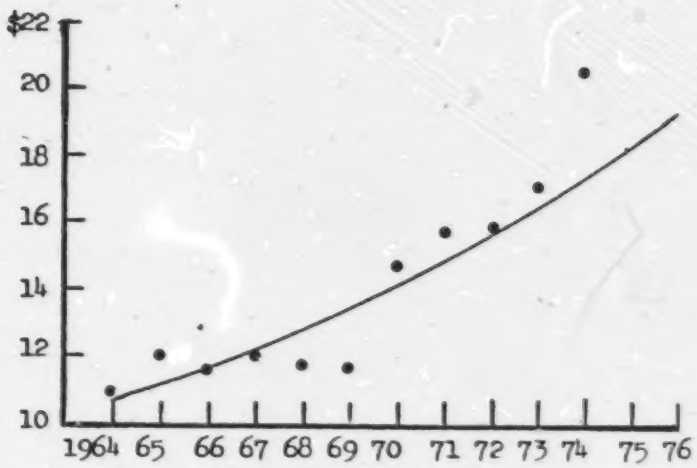
Sources: Bowker Annual and Publishers Weekly

FIGURE 3

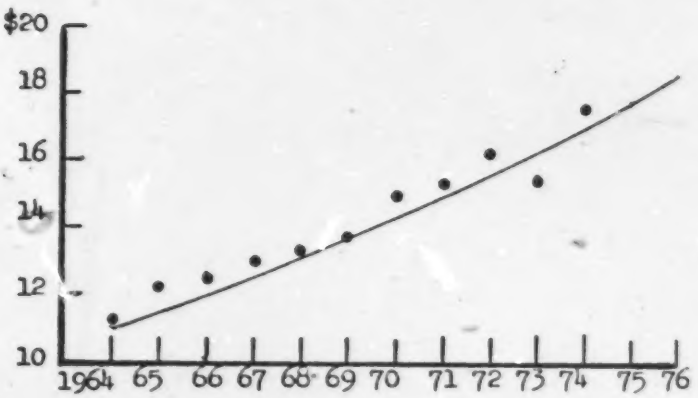
BOOK PRICES - SELECTED SUBJECTS

1964-1974

SCIENCE



TECHNOLOGY



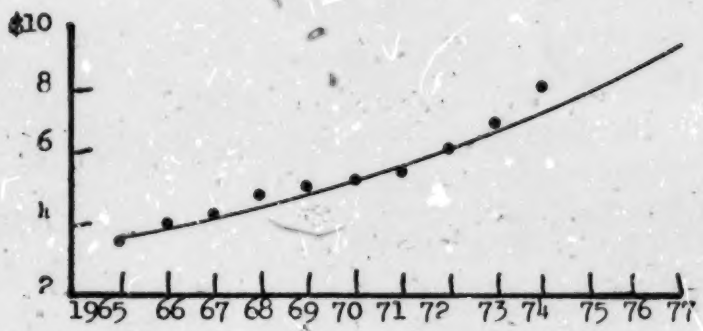
Sources: Bowker Annual and Publishers Weekly

FIGURE 4

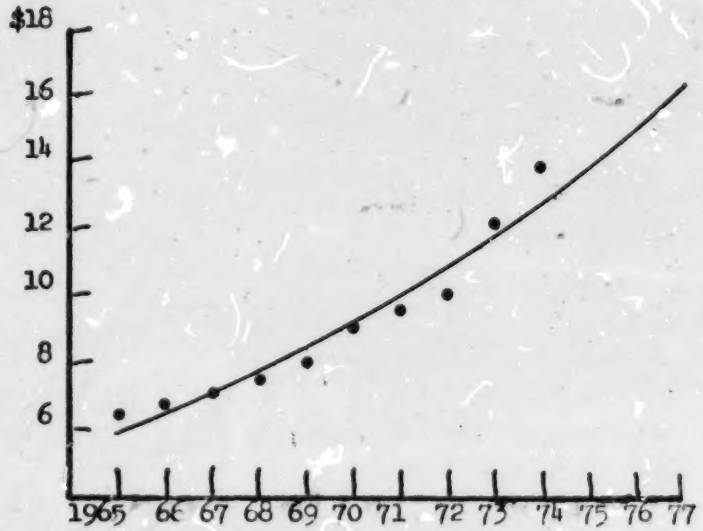
SERIALS PRICES - SELECTED SUBJECTS

1965-1974

AGRICULTURE



BUSINESS AND ECONOMICS



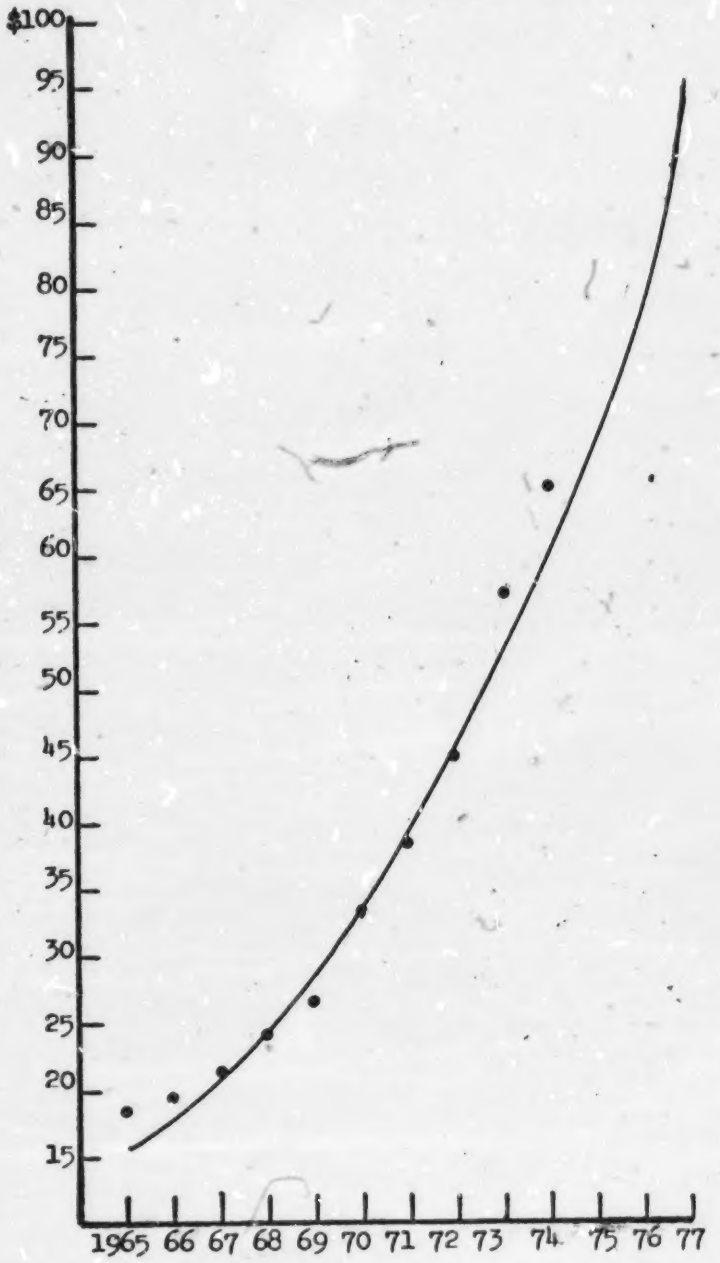
Source: Library Journal

FIGURE 5

SERIALS PRICES - SELECTED SUBJECTS

1965-1974

CHEMISTRY AND PHYSICS



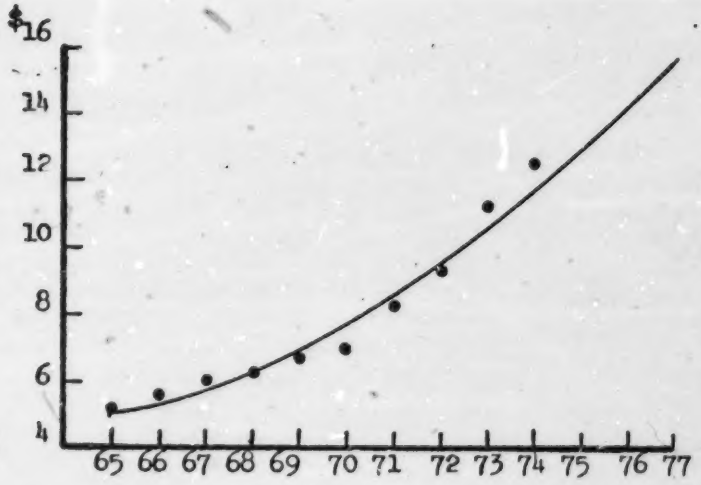
Source: Library Journal

FIGURE 6

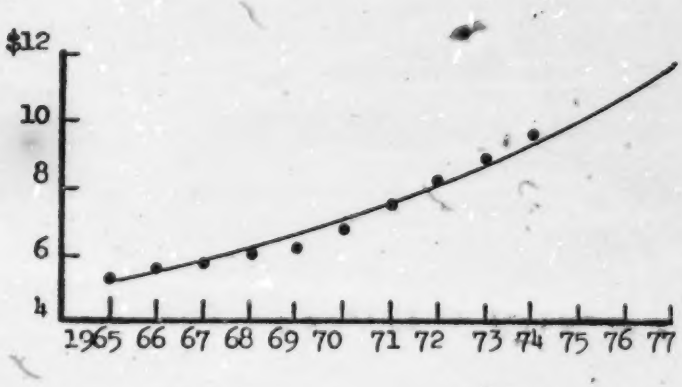
SERIALS PRICES - SELECTED SUBJECTS

1965-1974

EDUCATION



HISTORY

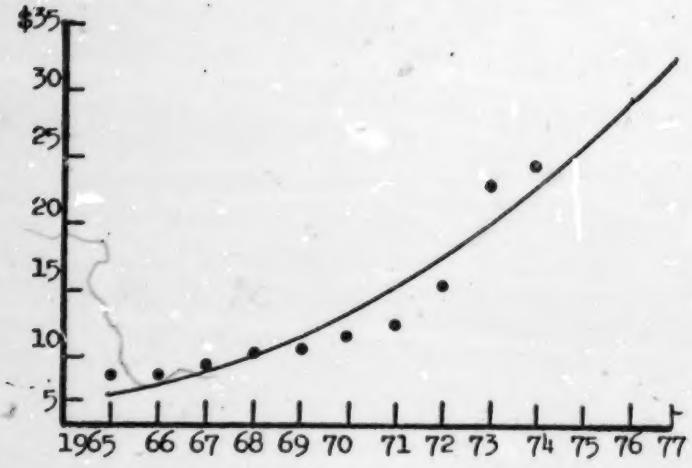


Source: Library Journal

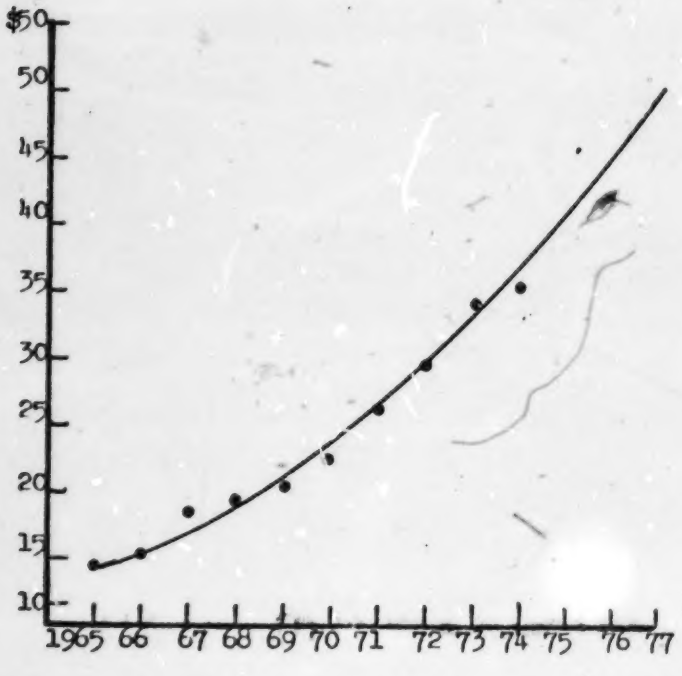
FIGURE 7

SERIALS PRICES - SELECTED SUBJECTS
1965-1974

ENGINEERING



MEDICINE



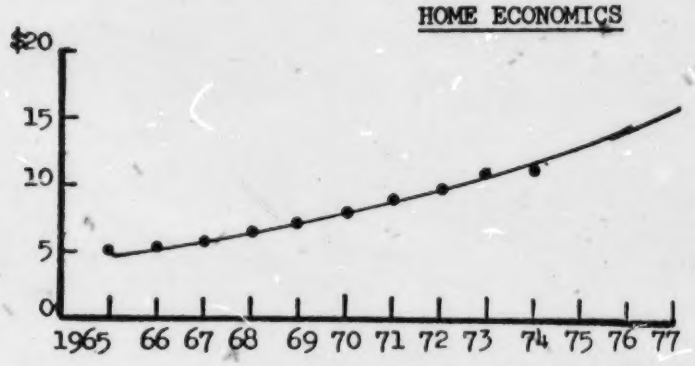
Source: Library Journal

FIGURE 8

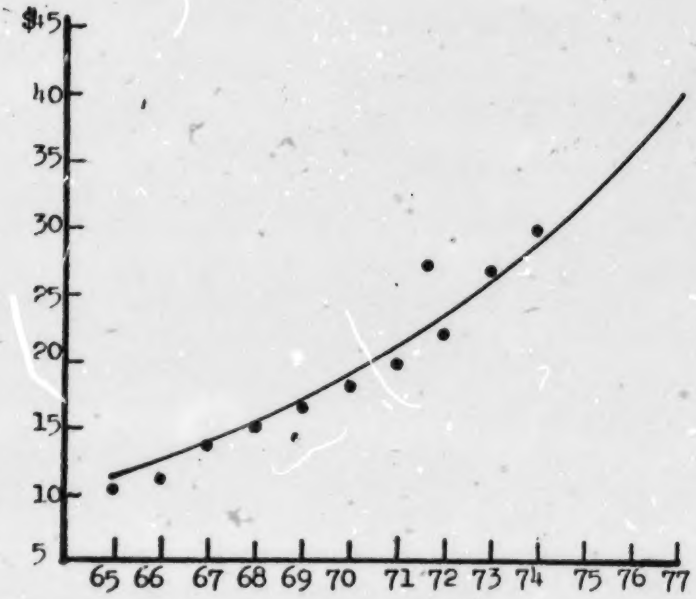
SERIALS PRICES - SELECTED SUBJECTS

1965-1974

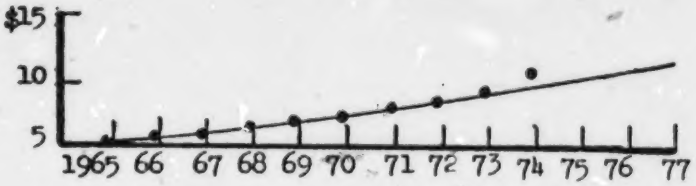
HOME ECONOMICS



MATHEMATICS, BOTANY, GEOLOGY AND GENERAL SCIENCE



POLITICAL SCIENCE



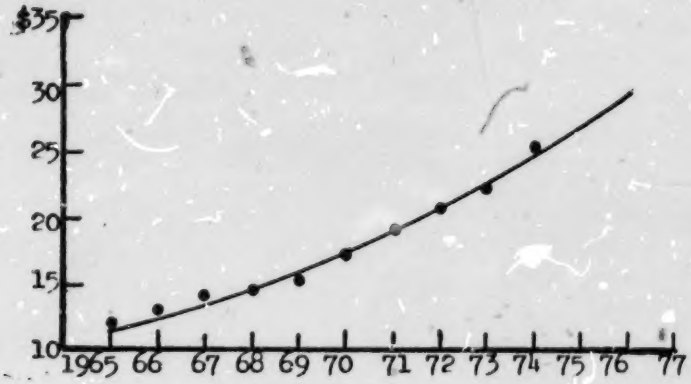
Source: Library Journal

FIGURE 9

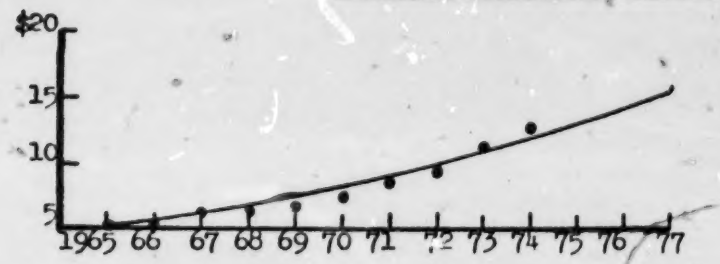
SERIALS PRICES - SELECTED SUBJECTS

1965-1974

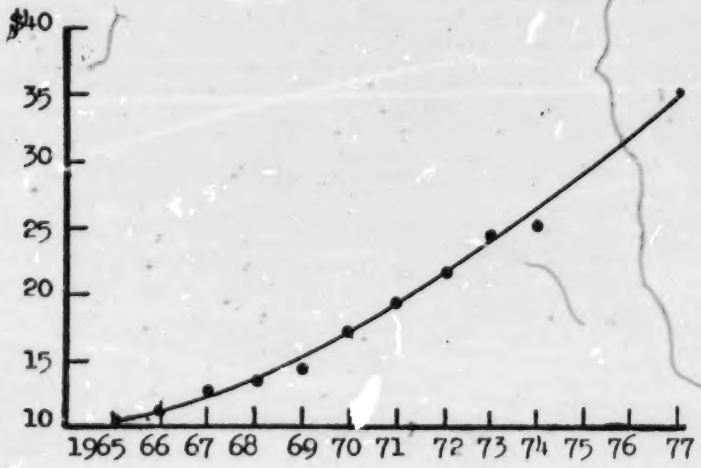
PSYCHOLOGY



SOCIOLOGY AND ANTHROPOLOGY



ZOOLOGY



Source: Library Journal

PRICE INDICES (1967 = 100)

COMPONENTS OF ACADEMIC LIBRARY BUDGET

1964-1973

Item	1964	1965	1966	1967	1968	1969	1970	1971	1972	1973
Books, U.S. only (1)	*	*	*	100	128.0	141.8	153.8	159.9	162.1	155.3
Serials, U.S. only (2)	82.8	86.7	92.8	100.0	107.8	116.1	129.8	145.4	165.0	202.0
Professional salaries (3)	83.6	88.2	93.8	100	106.8	114.7	122.4	130.3	136.2	*
Chief librarian's salaries (4)	80.6	86.7	92.8	100.0	107.2	114.6	121.9	128.5	135.1	*
Nonprofessional salaries (5)	90.4	92.9	95.9	100.0	104.9	111.0	118.1	125.5	132.9	139.5
Equipment (6)	97.1	97.4	98.1	100.0	100.7	101.0	103.9	105.4	106.5	*
Office supplies (7)	94.9	95.8	98.6	100.0	100.9	100.3	103.5	104.6	105.9	*
Telephone (8)	102.3	100.8	98.7	100.0	100.0	101.3	102.5	107.5	113.5	116.5
Postage (9)	96.0	96.4	97.2	100.0	113.7	117.0	117.7	138.1	146.6	146.6
Travel (10)	90.1	91.9	95.2	100.0	104.6	112.7	128.5	137.7	143.4	144.8

(1) Source: Richard Abel and Co. Inc. 1973 Book Prices

(2) Source: Library Journal

(3) Source: D. Kent Halstead, Statewide Planning in Higher Education, U.S. Office of Education, 1974, p. 742
Halstead's data were derived from median annual salaries for all ranks of faculty. Source of original data: U.S. Office of Education, Digest of Educational Statistics, 1973.

(4) Source: U.S. Office of Education, Digest of Education Statistics, 1973. Data for 1965, 1967, 1969 1971 are interpolations.

(5) U.S. Bureau of Labor Statistics, Handbook of Labor Statistics, 1974.

* not available

(6) U.S. Bureau of Labor Statistics, Wholesale Price Index for office equipment such as typewriters, calculators, duplicating machines, etc.

(7) Halstead op. cit. Halstead combined wholesale prices for office supplies (carbon paper, file folders, index cards, etc.) with the wholesale price for writing paper. These averages were weighted 80 percent and 20 percent respectively.

(8) Consumer Price Index

(9) Ibid.

(10) Ibid.

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Data related to nonprofessional wages for library workers are not readily available. A general indication of the trend of clerical wages can be obtained from the index of average weekly earnings of office workers in metropolitan areas. This index is presented in Table 4.

Other budget items

While materials, salaries and wages account for the lion's share of the library budget, price trends in other items need to be taken into account in budget planning. These items include; travel, telephone, postage, equipment and office supplies. Index numbers for these items are shown in Table 4.

Summary

It is clear from examining the price trends of materials and other components of the academic library budget that further price increases can be expected. Pressure for wage and salary increases can be expected because academic salaries generally have not increased as rapidly as the cost of living.

The price indices presented here do not reflect the increasing computerization of library functions. In the long run computerization will tend to reduce the real labor cost involved in technical processing in libraries. While labor costs may not be reduced significantly with regard to customer services, the introduction of computerized circulation systems and on-line data bases should result in improved service and more effective utilization of libraries.

APPENDIX

TABLE 1

BOOK PRICES - SELECTED SUBJECTS

1964-1974

Subject	1964	1965	1966	1967	1968	1969	1970	1971	1972	1973	1974
Agriculture	$ 7.69	$ 8.04	$ 8.37	$ 8.50	$10.23	$ 9.37	$10.42	$13.64	$10.94	$11.79	$13.21
Business	9.74	9.68	9.47	9.77	10.00	10.47	12.45	12.60	12.45	13.23	14.97
Education	5.50	5.79	5.61	5.61	6.22	6.99	10.75	7.81	10.26	9.67	10.33
History	7.73	8.83	8.56	8.21	9.03	10.64	14.75	12.97	10.92	15.56	15.69
Medicine	11.22	11.88	12.37	12.78	12.55	13.89	18.05	17.58	16.19	15.92	18.92
Science	10.99	12.13	11.72	12.15	11.90	11.96	14.95	15.94	16.05	17.34	20.83
Technology	11.02	12.30	12.51	12.86	12.93	13.37	14.91	15.28	16.11	15.38	17.74

Sources: Bowker Annual and Publishers Weekly

APPENDIX

TABLE 2

SERIALS PRICES - SELECTED SUBJECTS

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1965-1974

Subject	1965	1966	1967	1968	1969	1970	1971	1972	1973	1974
Agriculture	$ 3.83	$ 4.11	$ 4.34	$ 4.74	$ 4.97	$ 5.17	$ 5.74	$ 6.35	$ 7.21	$ 8.12
Business and Economics	6.39	6.89	7.09	7.45	8.07	9.03	9.72	9.95	12.25	13.90
Chemistry and Physics	18.42	19.73	22.35	24.26	26.60	33.45	38.31	45.46	56.61	65.47
Education	5.14	5.58	5.97	6.26	6.79	7.09	8.25	9.51	11.34	12.64
Engineering	7.70	8.19	9.04	10.02	10.98	12.07	13.28	16.04	23.37	24.38
History	5.30	5.53	5.74	6.03	6.34	6.90	7.40	8.25	8.95	9.57
Home Economics	5.37	5.67	6.05	6.48	6.84	7.56	7.94	10.25	12.21	12.31
Mathematics, Botany, Geology and General Science	10.96	12.29	13.72	15.42	16.71	18.11	20.06	22.63	26.99	30.27
Medicine	14.02	15.53	17.97	19.42	20.77	23.44	27.00	29.59	33.60	36.31
Political Science	5.57	5.84	5.86	6.14	6.53	6.72	7.23	8.47	9.69	10.79
Psychology	11.85	12.67	13.82	14.33	15.40	17.12	18.70	20.98	23.17	25.79
Sociology and Anthropology	5.26	5.48	5.86	6.09	6.38	7.31	7.92	9.12	11.28	13.03
Zoology	10.31	10.96	12.53	13.49	14.18	16.86	19.29	22.39	24.07	24.78

Source: Library Journal